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MAY 28 2009

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-48 (GP-083-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/721,010

Filing Date: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

Examiner: William A. Brandenburg

Group Art Unit: 3622

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


Sir:

REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME

In response to the final Office Action mailed on January 29, 2009, which set a time for response to expire on April 29, 2009, please extend that period one (1) month to expire on May 29, 2009. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

May 28, 2009

  
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FC:1251 130.00 DA

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**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

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John C. Pokotylo  
Signature

May 28, 2009

Date